



New objectives set by the hospitality industry to develop the European late-night entertainment sector

Brussels, 19 June 2015, HOTREC (the umbrella Association of Hotels, Restaurants and Cafes in Europe) together with its Members Silb-Fipe (Italy), FEHR (Spain), UMIH (France), HORECA Vlaanderen (Belgium); KHN (The Netherlands) and SYNHORCAT (France) developed, at a workshop held in Rome on 16 June, a new strategy for the European late night entertainment, a key segment of the tourism sector, including a set of key objectives.

Participants expressed their views about the challenges and opportunities faced today by the late night entertainment, a sector composed of a vast majority of micro enterprises that is heavily regulated and that is currently facing new trends linked to increased digitalisation of the tourism value chain. *“Late night entertainment is a highly important segment for other parts of the hospitality industry as many tourists also choose today a destination depending on the variety and quality of night life”* said Antonio Flamini, Chair of the HOTREC Task Force on late night entertainment. *“It is important that public authorities remember that the sector is a strong contributor to the EU economy and support its development for the benefit of tourism”* concluded Mr. Flamini.

As a first step to implement this new strategy, HOTREC and its Members will develop a common European definition of the kind of establishments that compose this sector in order to extract specific economic and statistical data on it. Projects on quality night, copyright issues, fighting against shadow hospitality and safety and security of establishments are the key objectives and projects set during the workshop.

Late night entertainment is a net contributor to the European economy, an economic driver for cities and a sector that provides with lots of jobs to all kind of workers. The sector is part of the European culture and model of society as it offers leisure and quality entertainment while guaranteeing a secured environment for customers. *“Compliance with heavy regulations comes at a high cost to the employer and raises in many occasions the price of the service offered, but guarantees, on the other hand, a highly secured and quality service”* said Christian de Barrin, CEO of HOTREC. *“For this reason, we call on public authorities at all levels to recognise the added value of the sector to the European economy and society”* concluded Mr. de Barrin.

Together with defining the future strategy for the sector, a round table of best practices by national associations was also organized. At this session, HOTREC associations presented best practices developed in their countries in relation to alcohol policy, digitalization issues, closing times of establishments and others that show the commitment of employers to provide with a highly quality and secured environment. The new strategy for the late night entertainment sector will be presented and further developed at the 71st HOTREC General Assembly in The Hague on 5 and 6 November 2015.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 28 different European countries.

For further information: www.hotrec.eu

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